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# ROSWELL

## conspiracies

### ALIENS, MYTHS & LEGENDS™



GAME BOY  
COLOR

NINTENDO 64



Sega Dreamcast



BKN





# <CLASSIFIED>

CASE FILE: **ROSWELL CONSPIRACIES™**  
**ALIENS, MYTHS & LEGENDS**

**HEADQUARTERS:**

**SUBJECT:**

**DEFENSIVE MEASURES:** The Earth has responded with a select, underground multi-national movement of elite police officers, military forces, British Special Air Service operatives and FBI agents called The Global Alliance.

**KEY AGENTS:**

**Nick Logan** - Bounty Hunter recruited by Alliance for ability to track and detect alien life forms.  
**Sh'Lainn Blaze** - Renegade Banshee who defected from native race to work for the Alliance.

**REMARKS:**

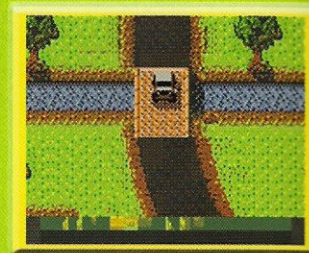
**CASE STATUS:**

The future of all humanity depends on the success of Global Alliance leaders Nick and Sh'Lainn.  
Public suspicion of the alien invasion is high. Rumors are circulating the globe, and an animated children's television series called the **ROSWELL CONSPIRACIES** will launch in the fall of 2000.

## Game Boy® Color

### Primary Features:

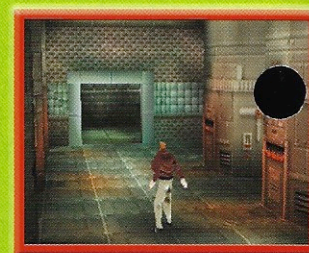
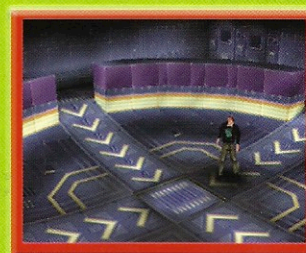
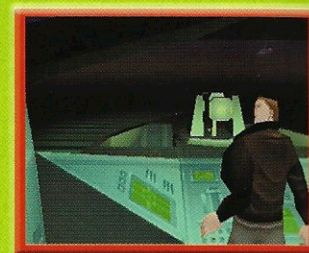
- \* Play as character Detective Agent Nick Logan
- \* Engage in hand to hand combat and capture aliens with never before seen high tech weapons
- \* Chase aliens by driving a variety of vehicles including a truck and a humvee
- \* Decipher puzzles written on walls and bits of paper to gain clues about hidden aliens
- \* 10 thrilling levels set in five exciting locations plus 7 sub driving games
- \* Top down action/adventure
- \* Developed by Crawfish Interactive



## PlayStation® Game Console

### Primary Features:

- \* Play as Nick Logan, with hints from Sh'Lainn Blaze, Detection Agents for the Alliance
- \* Capture aliens with never before seen high tech weapons
- \* Broad range of actions from shooting, running and hand-to-hand combat
- \* Decipher puzzles, gain clues about hidden aliens
- \* Watch the story unfold through seamless in-game cut scenes
- \* 15 stages over 5 distinctly different level locations plus a training room, combat room, firing range and Smith Hessler's Workshop
- \* 3rd person action/adventure featuring first person sub-games
- \* Developed by Red Lemon Studios, Ltd.





# THEY WALK AMONG US

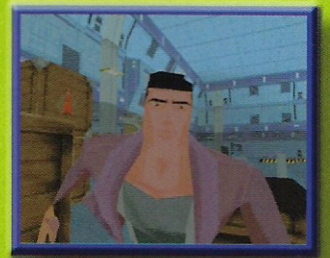
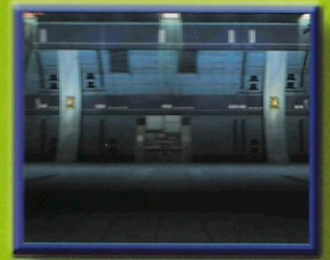
NINTENDO 64



## Nintendo® 64

### Primary Features:

- \* Face off against fierce alien predators as either Detective Agent Nick Logan or Sh'Lainn Blaze
- \* Each character comes with a unique arsenal of abilities and high-tech weapons
- \* Do whatever it takes—run, walk, jump, hang or climb—to catch those nasty aliens
- \* Guard against getting your cover blown as you operate amongst innocent bystanders
- \* Brain-bending puzzles reveal secrets about hidden aliens
- \* Dynamic cinematics bring Roswell adventure to life
- \* 26 mind-blowing levels stretching across 6 exotic locations
- \* Heart-pounding third-person action/adventure
- \* Developed by Climax Group



## Dreamcast

### Primary Features:

Sega Dreamcast

- \* Play as both Nick Logan and Sh'Lainn Blaze, Detection Agents for the Alliance, using their own special abilities
- \* Capture aliens with never before seen high tech weapons
- \* Climb, hang, jump, walk and run to catch those pesky aliens
- \* Avoid human bystanders to keep from being detected
- \* Decipher puzzles and gain clues about hidden aliens
- \* Watch the story unfold through seamless FMA cut scenes
- \* 26 thrilling levels set in 6 distinctly different locations
- \* 3rd person action/adventure
- \* High Resolution 640x480
- \* VMU/Rumble Pack Support
- \* Developed by Climax Group

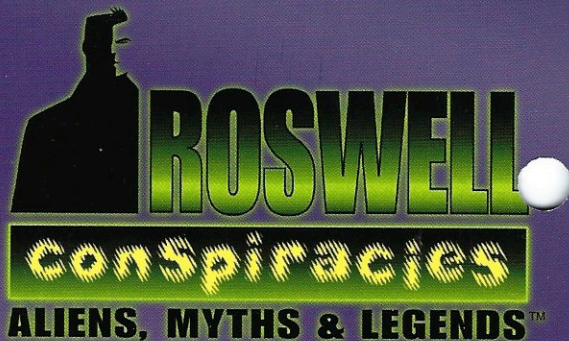




# Landing on a Platform Near You

## Multi-product, franchise release

- \* Roswell PlayStation® - November, 2000
- \* Roswell Nintendo 64 - November, 2000
- \* Roswell Game Boy Color - November, 2000
- \* Roswell Dreamcast - November, 2000
- \* Roswell animated television series launch on BKN September, 2000
- \* Roswell worldwide toy launch by GP Toys - September, 2000 (Action figures, accessories for action figures, vehicles, role play accessories, playsuits)



## A Worldwide Campaign of Conspiracy

### Aggressive PR Campaign

- \* Extensive coverage in top console magazines
- \* Pre-launch to include trade and consumer press releases, previews, teasers on websites and "behind the scenes" features and strategy guides in all gaming publications.
- \* Nationwide press tour - July/August
- \* Informational, product and preview mailings to database of over 100K gamers in the US
- \* Reviews timed to hit during launch

## Total Infiltration of Your Local Newsstand

### Over \$300,000 in Print Media

- \* Targeted to male teens in core gaming publications
- \* Teaser ads starting in August and will run through September
- \* Launch ads will run in October through January

## Aliens, Myths and Two Million in Media

### Television Media Buy

- \* 3 week flight at game launch
- \* \$2 million media buy
- \* Prime time national cable programming
- \* Additional tv campaign, supporting toy launch
- \* Special promotions with game tie-ins on BKN tv network

## Arming Every Store To The Teeth

### In-store Merchandising

- \* In-store standees, counter cards, posters, point-of-purchase displays available
- \* In-store video loop
- \* Oversized and regular sized boxes available before and during launch
- \* Individualized special promotions, pre-sell/on-sale offers
- \* Demo discs

## Uncover a Web of Intriguing Activities

### Online/Internet Activities

- \* Advertising and promotions on online console gaming sites, including GameProWorld.com, videogames.com and PSXNation
- \* Banner advertising
- \* Over 1.5 million hits per day on RSE website will drive retail sales
- \* Retailer websites to be used for pre-sell campaign



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As seen on  network 

Roswell PlayStation®  
Roswell Nintendo 64  
Roswell GameBoy Color  
Roswell Dreamcast

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